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# Adobe® Illustrator® CC

The Professional Portfolio

**AGAINST THE CLOCK**  
mastering graphic technology

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**AGAINST THE CLOCK**  
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# ACKNOWLEDGEMENTS

## About Against The Clock

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Against The Clock, long recognized as one of the nation's leaders in courseware development, has been publishing high-quality educational materials for the graphic and computer arts industries since 1990. The company has developed a solid and widely respected approach to teaching people how to effectively use graphics applications, while maintaining a disciplined approach to real-world problems.

Having developed the *Against The Clock* and the *Essentials for Design* series with Prentice Hall/Pearson Education, ATC drew from years of professional experience and instructor feedback to develop *The Professional Portfolio Series*, focusing on the Adobe Creative Suite. These books feature step-by-step explanations, detailed foundational information, and advice and tips from professionals that offer practical solutions to technical issues.

## About the Author

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**Erika Kendra** holds a BA in History and a BA in English Literature from the University of Pittsburgh. She began her career in the graphic communications industry as an editor at Graphic Arts Technical Foundation, and has been a full-time professional graphic designer since 1999.

Erika is the author or co-author of more than forty books about Adobe graphic design software. She has also written several books about graphic design concepts such as color reproduction and preflighting, and dozens of articles for industry online and print journals. Working with Against The Clock for almost twenty years, Erika was a key partner in developing *The Professional Portfolio Series* of software training books.

## Contributing Editors and Artists

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### Project 7:

Artwork by Chance Hoffman

### Project 8:

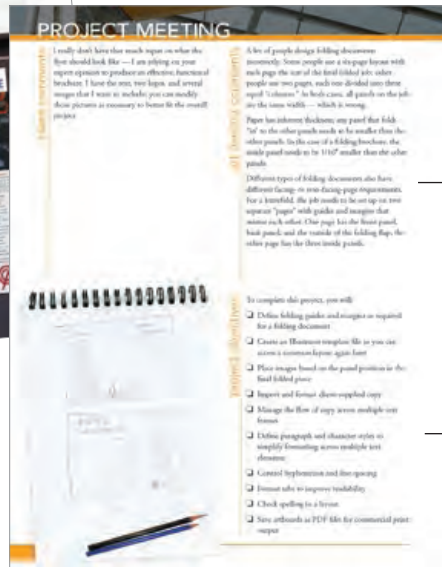
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# WALK-THROUGH



## Project Goals

Each project begins with a clear description of the overall concepts that are explained in the project; these goals closely match the different “stages” of the project workflow.



## The Project Meeting

Each project includes the client’s initial comments, which provide valuable information about the job. The Project Art Director, a vital part of any design workflow, also provides fundamental advice and production requirements.

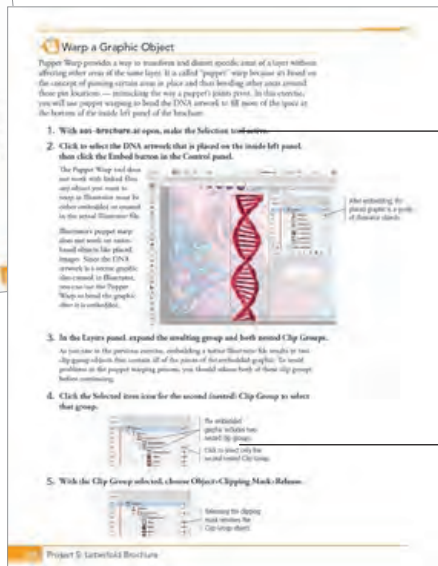
## Project Objectives

Each Project Meeting includes a summary of the specific skills required to complete the project.



## Real-World Workflow

Projects are broken into logical lessons or “stages” of the workflow. Brief introductions at the beginning of each stage provide vital foundational material required to complete the task.



## Step-By-Step Exercises

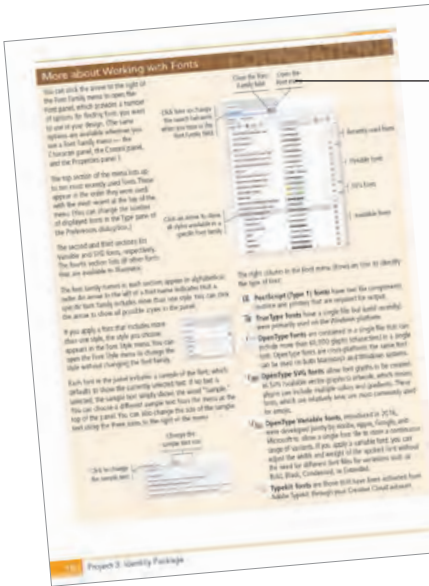
Every stage of the workflow is broken into multiple hands-on, step-by-step exercises.

## Visual Explanations

Wherever possible, screen shots are annotated so students can quickly identify important information.

## Illustrator Foundations

Additional functionality, related tools, and underlying graphic design concepts are included throughout the book.



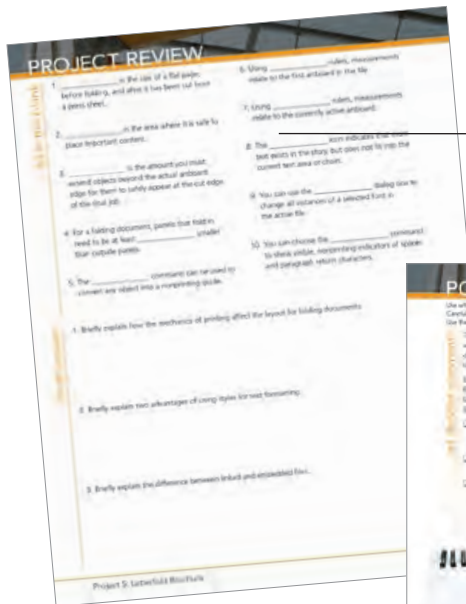
## Advice and Warnings

Where appropriate, sidebars provide shortcuts, warnings, or tips about the topic at hand.



## Project Review

After completing each project, students can complete these fill-in-the-blank and short-answer questions to test their understanding of the concepts in the project.



## Portfolio Builder Projects

Each step-by-step project is accompanied by a freeform project, allowing students to practice skills and creativity, resulting in an extensive and diverse portfolio of work.



## Visual Summary

Using an annotated version of the finished project, students can quickly identify the skills used to complete different aspects of the job.



# PROJECTS AT A GLANCE

The *Against The Clock Portfolio Series* teaches graphic design software tools and techniques entirely within the framework of real-world projects; we introduce and explain skills where they would naturally fall into a professional workflow. For example, rather than an entire chapter about printing (which most students find boring), we teach printing where you need to do so — when you complete a print-based project.

The project-based approach in *The Professional Portfolio Series* allows you to get in depth with the software beginning in Project 1 — you don't have to read several chapters of introductory material before you can start creating finished artwork.

Our approach also prevents “topic tedium” — in other words, we don't require you to read pages and pages of information about text (for example); instead, we explain text tools and options as part of larger projects (in this case, beginning with placing text on corporate identity pieces).

Clear, easy-to-read, step-by-step instructions walk you through every phase of each job, from creating a new file to saving the finished piece. Wherever logical, we also offer practical advice and tips about underlying concepts and graphic design practices that will benefit students as they enter the job market.

The projects in this book reflect a range of different types of Illustrator jobs, from creating a series of icons to designing a corporate identity to building a web page interface. When you finish the eight projects in this book (and the accompanying Portfolio Builder exercises), you will have a substantial body of work that should impress any potential employer.

The eight Illustrator projects are described briefly here; more detail is provided in the full table of contents (beginning on Page viii).

## project 1

### Campground Icons

- ❑ Setting up the Workspace
- ❑ Drawing with Basic Shapes



## project 2

### Regatta Artwork

- ❑ Drawing Complex Artwork
- ❑ Coloring and Painting Artwork
- ❑ Creating the Finished Poster



## project 3

### Identity Package

- ❑ Working with Gradient Meshes
- ❑ Working with Type
- ❑ Working with Multiple Artboards
- ❑ Combining Text and Graphics



project 4

## Ski Resort Map

- ❑ Working with Custom Swatches
- ❑ Working with Brushes
- ❑ Using Symbols



project 7

## Consumer Infographics

- ❑ Creating Charts and Graphs
- ❑ Drawing in Perspective



project 5

## Letterfold Brochure

- ❑ Creating Documents that Fold
- ❑ Working with Imported Images
- ❑ Working with Imported Text
- ❑ Fine-Tuning Text



project 8

## Website Interface

- ❑ Using Color Groups and Live Color
- ❑ Creating Website Graphics



project 6

## Candy Packaging

- ❑ Building the File Structure
- ❑ Working with Styles and Effects
- ❑ Preparing Artwork for Output
- ❑ Previewing the Box in 3D



As you complete the projects in this book, our goal is to familiarize you with the tool set so you can be more productive and more marketable in your career as a graphic designer.

It is important to keep in mind that Illustrator is an extremely versatile and powerful application. The sheer volume of available tools, panels, and features can seem intimidating when you first look at the software interface. Most of these tools, however, are fairly simple to use with a bit of background information and a little practice.

Wherever necessary, we explain the underlying concepts and terms that are required for understanding the software. And we're confident that these projects provide the practice so that you'll be able to create sophisticated artwork by the end of the very first project.

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